

MODERN BOOK ADVERTISING

METHODS POINTED OUT BY
"HEN-HUR" AND "TRILBY."

Accidental circumstances that started the sale of the two books—efforts of publishers to duplicate their success—public interest in authors' ways.

Some instances showing the development of modern book advertising are given in the current *Bookman* by Algernon Tassell.

"Trilby," he says, was floated by a number of accidental circumstances. For one thing, the story dealt with hypnosis, just then engaging the public imagination. Then Whistler complained that he was caricatured as Joe Sibley, and Du Maurier was forced to cut out the character. Then the story was printed serially and the author was supposed to have threatened to sue the Harpers on account of some omissions.

Then when the book had been out a year it was made into a play and several different actresses played the title rôle. Then there were the distinctive drawings of the author which impressed the characters on the public mind to the extent that it became a fad for three men resembling, in size, Taffy, the Laird and Little Billee to dress the parts and promenade Fifth avenue or Broadway.

An argument between Ingersoll and Lew Wallace started "Ben-Hur," says the writer. Though the book was published in 1880, its sales didn't really begin to grow fast for a year. In 1881 Gen. Wallace told Gen. Garfield the genesis of the story—how being unable to answer Ingersoll's arguments, he went home to read his Bible for ammunition and then wrote the story. The President was so impressed that he wrote a letter commending the book to the public. The letter was widely published, as was the fact that the author had been appointed Minister to Turkey. These various things drew public attention to the book, to be held to the present day by it and the play founded on it.

The success of these two books naturally led publishers to apply advertising ideas to other books.

"The history of the guarded skirmishes of one of our oldest houses has not only been the student of book advertising," says Mr. Tassell. "They were three years trying to find a man who could adopt the new methods without sacrificing the dignity of the old."

"Then they tried to develop a man of their own, but every one who had grown up with them was saturated with the idea of the impropriety of advertising. They finally selected a promising young man with no advertising or publishing background whatever. They gave him \$120,000 and resolved to let him work out the problem without interference."

"For a year they saw no returns of any sort, but they were good losers and said nothing at the end of the time it all came back in a flood. But in the interval they squirmed in secret. A black hand around an advertisement was the ironical sign of their inward grief for the death of their old ideas; they paled at Plymouth type; the extension of a picture through its border made an earthquake. "But when they saw that none of these immoral proceedings produced a cataclysm and that their business had begun to increase they began to be reconciled. Other conservative publishers had followed behind every step, so that their advertiser was driven to all sorts of new devices."

"The period of freak presentation was on Doubleday. Page ran an advertisement in the *Review of Reviews* in which he pointed out the style type transversely along an outside column of a newspaper, thus quadrupling the space. All the other publishers clamored to follow him, but the newspapers soon found out that such printing annoyed the eye of the reader, and they had to stop it. Doubleday, feeling himself by this time fairly well identified with this size and style of type, advertised a book of Miss Ellen Glasgow's a letter a day until the full name was spelled out."

But freak presentation were itself out. It met with success at first, but publishers after a while found they were spending too much money to get the notion of publicity for the author. When "The Clansman" was published an article was written about it and its author and syndicated in the Southern papers. Free publicity in the newspapers was tried out in its greatest magnitude on "The Jungle." The publishers decided to verify it and had it printed in the *Review of Reviews* before printing it and sent a man out to Chicago to corroborate it. He went, and described the President sent for the author and after seeing him called upon Congress for an investigation of the stockyards, and just when the President's message was before Congress the book was released.

The free publicity gained was enormous, but the investigating committee was dissatisfied with the book, so the author had to visit the President again, and the advertising campaign fell through. A second commission investigated, confirmed the statements of the book, another message was sent to Congress, the stockyards were cleaned up and the sale of the book went on.

"David Harum" received more free publicity than paid advertising, its early success being helped by the report that Kipling had written it, but later by the continual comment on the fact of its not living to see its success.

"The public is far more interested," says Mr. Tassell, "in hearing that Mr. McCutcheon called in a doctor for the symptoms of a character in 'Graustark' and paid him a fee for it than in reading about the mere mechanics of writing. Whether Mrs. Wilcox composes her poems lying down in a satin Harem or whether Mr. Philip wrote his books standing up in a dressing gown does not awaken abiding interest; but a vivid picture was painted on the mind when we read that the author of 'Bob, Son of Battle' was paralyzed and was forced to hold his paper just above his eyes as he wrote, stretched out rigid upon the bed. It made not only a warm human appeal, but it had an especial pertinence to the subject of the story. Curiously enough, though the author was finally able to leave his bed, he never wrote again a book so full of the joy and surge of physical strife."

Bishop Ken.

From the Westminster Gazette.
Very few, perhaps, of the many thousands who read the *Doxology*, "Praise God, from whom all blessings flow," remembered that yesterday was the bicentenary of the death of Bishop Ken, the writer of that most famous hymn. Ken was born at Berkhamstead, where Cowper also first saw the light. In 1682, and grew up under the guardianship of Isaac Walton.
The first mention of his two great hymns, "Awake, my soul!" and "Glory to Thee, my God, this night!" is found in his "Manual of Prayers for the Use of Scholars of Winchester College," published in 1670, wherein they are recommended for morning and evening use. Ken himself, we are told, used to sing them to the accompaniment of a viol or spinnet, but to what tunes is not known. It is said to have made Ken a great favorite of admiration of his courage in refusing to recede. Nell (two) into his house. Macaulay describes him as being as near as human infirmity permits to the ideal perfection of Christian virtue."

STORY OF HEROIC LOVE.

"Compensation" by Anne Warwick Deals With Two Women and One Man.

"Compensation" is the title of a book by Anne Warwick (John Lane Company), the scene of which is laid principally in Washington, where Anthony Steele figures as "the Senator from Ohio." It is a story of the development of character through self-abnegation. The character of Juliet, Anthony's wife, who finds her happiness in quiet self-effacement while helping her husband in his career, and whose greatest pleasure lies in securing his success and furthering his ambitions, does not appeal to the reader at first quite so much as that of the attractive, unspoiled child of nature, her little debutante, Kathleen, with her frank outlook upon the world and her honest, downright opinions.

When the tragedy falls upon the wife's heart, however, in the knowledge that her husband has fallen in love with Kathleen and that Kathleen returns his love—just as the wife has begun to realize that she herself is in love with the man whose marriage with her had been simply one of convenience, both deciding that love was an unnecessary adjunct—then the nobility of the wife's nature comes to the surface. With the maternal solicitude that in the absence of children she had lavished upon her husband, she protects him now and also shields Kathleen, believing that the better nature of both will triumph in the end.

Juliet's sudden death, caused by a fall from her horse, clears the atmosphere. To Anthony, in the bereavement of this counselor and friend, she lives as she has never lived before. Her influence in his life and in Kathleen's becomes a real and vital thing. Their guilty love becomes a pure affection that makes them live apart, each taking up a life work of definite purpose.

Kathleen sees Juliet before she dies and confesses her love for Anthony. Juliet in her reply says: "I have seen that what you have done for Anthony I could never do. You vivified his life; you put a purpose into it that I should always have failed to put there. And besides that you have strengthened the weak places in so many characters. Bruce Melmouth and Nelson Harwood and Olive Traynor—oh, I have seen it all and been proud; proud that you did for them what you did for Anthony. I suppose that often it has seemed to you like work in the dark, but think! now you are coming out into the sunshine. Both of us—the women who cared for him—have had to fight single handed, and I think we have both won. Only my victory is the climax, while yours is beginning."

She looked into Kathleen's eyes until it seemed that she must read the depths of all her spirit. "Good-by, dear little girl. I—I leave him with you," she breathed.

EDEN PHILLIPOTT'S NEW NOVEL

A Story of Dartmoor and of a Daughter of Demeter's Tragedies.

This spring brings a new book by Eden Phillipotts, and "Demeter's Daughter," the name of it, no less than the story seems somehow peculiarly fitted to the season. It is not a happy story, this added tale of Dartmoor; not happy, it should be explained, in its outcome, or indeed in many of its events. They are not intended for reading by persons desiring a simple and romantic romance.

The book, published by the John Lane Company, opens with an invocation to the goddess Demeter; hardly an invocation either, rather a plea in her honor. The dripping fogs of the moor roll away before sunshine to show us the figure of Alison Cleave, who is a veritable daughter of Demeter.

Alison Cleave's family consists of her husband, Aaron; two grown sons, Giles and Frank; a daughter, Joyce; two children—Polly, whose back isn't straight, and Dick. The story deals with mother, father and the three grown children.

The father, Aaron, hurt his leg years ago and the prolonged cessation of work made necessary by his injury killed the slight bent for work he had in him. He is a thresher, nominally; a loafer, actually. He exudes advice. His wife slaves for the maintenance of the family. It is a back-breaking, not to say heart-breaking task. Giles is worthless. This eldest son begins with cowardly caution and a settled distrust of his father, and ruins a fine girl, Frank goes to the Boer war and is killed. Joyce, very vain, goes to London in service. Eventually she is married; cannot be persuaded to believe happily for her husband. Aaron becomes more drunken. In one of his sprees, driving home with his wife of a stormy, risky night, he insists on the fastest kind of ending, so that those of the lord, Alison, his wife, is drowned. It is a murder, you might say.

But she did not much value life. Her husband had put her through a lifetime of misfortune on her days by his intimate association with a woman next door, a shopkeeper, who had a great deal of contempt for him but who loved his body, the author tells us.

Seldom did unmerciful disaster follow fast and follow faster. Yet the unrelenting truthfulness of the story confronts every reader with a sober and a fascination about the tale. It is not without its lighter moments nor its kindly redeeming characters. It is beautifully illustrated. The reader will find it up to all his expectations.

FASCINATION OF THE DESERT.

The Williamsons Tell All About Algeria in "The Golden Silence."

The Williamsons have forsaken the motor car motif and the courts and kingdoms of Europe to write about the north African desert, and of the exotic enchantments concealed within native Algerian homes. There is indeed a motor car tuff-teufing through "The Golden Silence," but it is a casual motor car, and might almost as well have been a brougham. Mr. and Mrs. Williamson appear to have done Algeria joyously and thoroughly; their book is a successful endeavor to share their delight with their public.

The story (which, after all, has first importance in a novel), sets forth the adventures of a young and chivalrous Englishman, betrothed through his own Quixoticism to a woman he doesn't love, and a delightful little Algerian girl, who with her talent for classic dancing has earned enough money to go in search of her older sister, married to some big game to an Algerian gentleman. They meet on the Mediterranean steamer. Neither has ever loved.

Both are doing their best toward repudiating the marriage when a handsome Algerian nobleman, who is a fellow passenger, comes into the situation, tells the girl he can lead her to her sister, and bears her off to a wonderful journey through the desert. Of course he's mad with love of her, and is only taking all that trouble in order to wed her willy-nilly. There's the plot, and the ending is the happiest kind of an ending, so that those of us who aren't too blasé the good old fashioned final curtain, with Her in His arms, to having Her married or buried, may go ahead and read "The Golden Silence" without dreading any such unpleasant things as happen in Salambo and in later north African stories.

The local color is gorgeous; though profuse the reader for pure amusement can hardly grow impatient with it. He will find himself walking content through a pageantry of Oriental splendor, lulled by the desert heat, and asked after such syrupy laced banquets as Bosphorus spread for Madeleine.

AT ALL BOOKSELLERS

THE GRAIN OF DUST

The powerful new novel by

David Graham Phillips

A brilliantly-told love story, showing how a timid, self-effacing girl sometimes may dominate completely a vigorous, aggressive, masterful man.

Pictures by A. B. Wenzell Price \$1.30 net

TWO NEW NOVELS OF MERIT

The Bramble Bush The Lion's Skin

By Caroline Fuller By Rafael Sabatini

A story of artistic and literary people—the real Bohemians of New York. With Frontispiece \$1.25 net. Illustrated \$1.25 net.

D. APPLETON & COMPANY Publishers, NEW YORK

CAREER OF A FREE CAPTAIN.

Marion Polk Angellotti Writes of the Wild Adventures of Sir John Hawkwood.

In the long career of the most famous and ablest of the leaders of the White Company, that band of mercenary which figured so prominently in Italian history in the Middle Ages, there was perhaps no more interesting portion than that which Marion Polk Angellotti has chosen for the theme of her book, "Sir John Hawkwood," published by R. F. Fenno & Co., New York.

Though the period covered is but a few months, the reformation of Sir John from a roystering swashbuckler to the honest and gallant knight who had followed the fortunes of the Black Prince and the wooing and winning of a princess of the house of Della Scala, a cousin of the Prince of Verona, in whose employ Sir John and his White Company were, makes a tale of action of the red blooded kind.

The first chapter introduces a dancing lesson in which the hero establishes his complete mastery of the art of fencing. Love and hate, revenge, treachery, staunch friendship, all emotions are depicted. The refusal of Sir John to take a hand in the Prince's kidnapping plans leads to plot and counterplot, but always and ever fighting gallantly.

The carrying off of the Princess to save her from a worse fate, the siege of the old castle to which Sir John takes her for temporary safety, the fight in the castle when the Prince's men are traitorously let in by a secret passage, the death of the Prince's favorite at Sir John's hand, his ransom by the Duke of Padua, once his sworn enemy, and his acceptance of the command of the Duke's army in the final chapter, a command that brings with it the hand of the Princess whom he has long loved, are all told with a swing that carries the reader along with a rush. The little love story of Sir John's Irish Lieutenant, Michael O'Meara, furnishes a charming side dish to the strenuous work in which the hero indulges. Sir John was the last and greatest of the Free Captains and played an important part in the Italian history of his time, and the author of this book has given a portrait of him which lives up to his reputation.

PURE FOOD AND SOUR MILK.

Dr. Wiley Tells How to Market and Discuss Longevity.

A revised and enlarged edition of Dr. Harvey W. Wiley's "Foods and Their Adulteration" is the most important spring publication of P. Blakiston's Son & Co. of Philadelphia. It is profusely illustrated.

There are eleven colored plates showing for the benefit of the house provider, for example, the natural appearance of cuts of healthy beef, classed by Dr. Wiley as the most important meat of the flesh foods. By comparing the appearance of the beef bought at the market with these colored plates a housekeeper can form a sound judgment as to whether the meat purchased is fit for consumption. This is only one of many ways in which the book is intended to be of benefit to housewives and laymen in general.

In this second edition of Dr. Wiley's work, forming a book of over 600 pages exclusive of the copious index, there has been added a new part devoted to simple tests for ordinary food adulterations practical for the household, and more has been added on the subject of food for infants and invalids.

Dr. Wiley has a good deal to say on the subject of milk. Some of his remarks on the sour milk idea are interesting. Dr. Wiley does not subscribe entirely to the Metchnikoff theory that sour milk is a cause of longevity, a theory which has greatly increased the consumption of buttermilk and sour milk preparations in the last year. To prove absolutely the correctness of the theory, says Dr. Wiley, the reader for pure amusement can hardly grow impatient with it. He will find himself walking content through a pageantry of Oriental splendor, lulled by the desert heat, and asked after such syrupy laced banquets as Bosphorus spread for Madeleine.

BY AUTHOR OF "BETSY ROSS."

C. C. Hotchkiss Writes a Stirring Novel of Revolutionary Days Here.

The author of "Betsy Ross" has written another historical novel, which incidentally is designed for the hammock maiden or the tired business man. In "Maude Baxter" C. C. Hotchkiss doesn't try to interpret the life around him and doesn't mar an April day with explaining how the woes of Algy were determined years ago by the capers of Algy's grandmother. He doesn't even tarry for much local color, though most of the action takes place in New York during the Revolution, when you could wander up Broadway to the pasture bars and leave the town behind you, and when the British commander was quartered in Hanover Square. There were vice and crime in Gotham at that early date too, for the hero-narrator says so.

Mr. Hotchkiss believes with Aristotle that a good story for its own sake is the finest thing in letters, and his book is a rollicking stepladder in pursuit of that ideal. After a prologue to warm up, introducing his hero as a stalwart New Englander who can shoot the pips off playing cards and the wick out of a tallow candle, Mr. Hotchkiss gives his hero the reins and gets a flying start thus: "I've mean to mutiny, you bearded villain."

"The eyes of the burly officer in command were fairly starting from his head. 'I mean I'll not cut the lad,' I said as calmly as could, being aware of my tragic position."

The hero, who has a hawk's whole visage, was pressed into the British Navy in London and is now serving on a warship lying off the Connecticut coast. Having mutinied he jumps overboard and swims ashore, to find his father's home in the hands of a Tory uncle and his sweetheart gone to New York, where she is believed to be in love with a hated redcoat. She's really doing secret service for George Washington, but that doesn't appear until later.

The hero goes to New York on some secret service of his own, his sailboat being chased by the warship on route, and missed by her cruel gunners. This much takes only forty pages, and the pace never slackens in the whole 319, so the reader can be assured that here are exciting times in store for him.

"CREATIVE EVOLUTION."

A Palmstalking, Successful Version of Henri Bergson's Essay.

"Creative Evolution," a translation from the French of Henri Bergson's philosophical essay, by Arthur Mitchell, Ph.D., of Harvard University, is offered by Henry Holt & Co.

Special pains have been taken by the translator to make into English every thought and shade of expression of the author. The work has been revised by the author and the proofs have been read by no fewer than four eminent translators, with the view of removing any particle of ambiguity or failure to reproduce perfectly the author's thoughts.

The importance of this contribution to philosophy is indicated by the reviews of the original French edition. For example, William James says: "Bergson's resources in the way of erudition are remarkable, and in the way of expression they are simply phenomenal." "If anything can make hard things easy to follow it is a style like Bergson's." It is a miracle and a real magician. Open Bergson and new horizons open on every page you read. It tells of reality itself instead of reiterating what dusty minded professors have written about what other previous professors have thought. Nothing in Bergson is shapshorn or at second hand.

H. G. WELLS THICE DISTILLED.

"The New Machiavelli" Takes an English Lad Through Youth to Manhood.

H. G. Wells adds to his series on social and political themes with "The New Machiavelli," a novel which has just been published by Duffield & Co. The story follows through life an English boy, with long chapters devoted to his school days and adolescence. Then he goes to Parliament, where at first he is a Young Liberal. He finds flaws in that party and turns his attention to the other parties, until he is finally embroiled in a suffragette campaign.

At last he is disgraced and exiled, not through external misfortune, like the famous Italian, but through his own choice. He deliberately renounces the great rewards that England offers to her successful leaders.

In "The New Machiavelli" Mr. Wells deals with politics in much the same manner that he dealt with commerce in "Tono-Bungay," handling his subject with frankness and fearlessness, and advancing some new ideas. The love theme that winds through the story is of a girl who loves the central figure, but who is married. He returns her love, and finally, unthinkingly of what the future would have in store for him if he stayed home, the two elope and leave the devoted wife at home to bear the storm of scandal.

LOVE SURVIVES UNDER FIRE.

A Book by Randall Parrish Blending Battle and Affection.

Excitement and sentiment are blended in Randall Parrish's story of the civil war, "Love Under Fire" (A. C. McClure & Co., Chicago). From the moment the Federal Lieutenant, Robert Galesworth, drifts across a river with an arm over a log in the first chapter until the last chapter's bloody fight, in which a whole plantation house full of men and countless invaders besides are killed, the Lieutenant is inside the Confederate lines gorging on adventure and peril.

Gen. Grant sends him on an extra hazardous mission and he falls into very dangerous situations, only to be saved by his wife, nerve, luck—and a girl of the South. Before he knows just where the girl stands the Lieutenant has to fight a duel with the Confederate Captain to whom she is engaged and to prove the Captain horribly unworthy of her.

The attack on the plantation house of the girl's father is stirring and gory. The opposing forces fight with carbines first, then revolvers, then cannon and lastly anything their hands can find. The girl is in the house the whole time. So is a mysterious man in blue uniform with clipped buttons who has just murdered the unworthy Southern Captain, not without reason, it seems.

There are five illustrations in color by Alonzo Kimball.

AN INTIMATE OF ROYALTY.

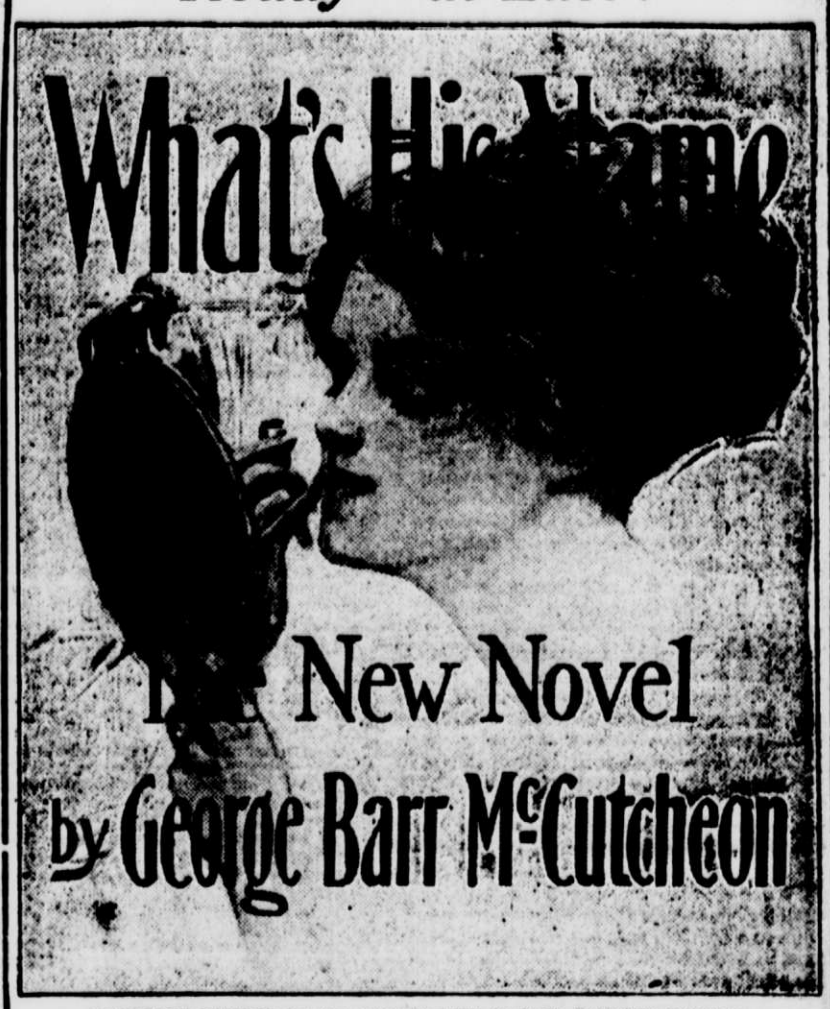
M. Xavier Paoli Writes Informingly of Most of the Heads of Europe.

The reminiscences of M. Xavier Paoli, for forty-two years attached to the French Government and charged with the duty of watching over the safety and comfort of visiting royalties when not official guests of the nation, are intimate and interesting. The present volume, "Their Majesties as I Knew Them," put forth by the Sturgis & Walton Company, New York, deals with incidents connected with the members of all the royalties of Europe except Germany, as well as of the Shah of Persia and the King of Cambodia. Of each he has some charming human anecdote to relate, and his description of the courtship of Alfonso XIII. of Spain and Princess Ena of Battenberg is most interesting.

The czar and Zaritsa of Russia, King George of Greece and Leopold of Belgium are presented in new lights. The Empress of Austria, whom M. Paoli saw a year or so before her assassination the Queen of Holland, then a young girl of 17; the King and Queen of Italy, are all shown as they look and act and talk when free from the cares of state.

The author was on terms of more than ordinary intimacy with most of the royalties he speaks of and presents many of them in a new and interesting aspect.

Ready---at Last!



HARRISON FISHER drawing copyrighted 1911 by Curtis Publishing Company.

Of all the many and phenomenally popular stories that George Barr McCutcheon has written, there is none which is brighter, truer, more touching and more wholly delightful than "WHAT'S-HIS-NAME." A great many, many readers will feel, as they turn the last page, that here is a truly wholesome and charming story that does one good to read.

This is NOT George Barr McCutcheon's first book. Some of his earlier successes are: "GRAUSTARK," "THE DAY OF THE DOG," "TRUXTON KING," etc.

If you have read them you know why so many thousands of readers hail a new story by this author. If you have NOT read a McCutcheon story now is the time to begin.

Publishers DODD, MEAD & COMPANY New York

The RANGERS

By CHARLES ALDEN SELTZER

Monty finds the Double Cross a good nom de plume for Dan Cupid, and Webb Ball rides a bucking broncho on the road to vengeance.

Illustrated, \$1.25 Net

ROUTING PUBLISHING COMPANY, NEW YORK

ABOUT RAISING FLOWERS. COMFORT IN GOOD OLD BOOKS.

A Book, Beautifully Illustrated, in Which Precept and Practice Are Joined.

"The Practical Flower Garden," by Helena Rutherford Ely (the Macmillan Company), comes like a breath of spring-time. It tells about flowers suited to simple gardens and tells how to raise them properly. A great deal of attention is given to the color arrangement of flowers, and to show just what the author means there are several very pretty color plates of attractive flower gardens.

There are chapters on raising flowers from seed, raising trees from seed, a little about terraces and their treatment, the wild garden and a whole lot about shrubs, vines, plants and bulbs.

Those who love flowers can learn from this book just when and how to plant, almost everything and how to take care of the plants from the time the tiny shoots appear above the soil until they bear bloom. There are 295 pages of interesting matter in this book, and in addition to eight color plates there are twenty-four full page halftones and sixty-two illustrations in the text.

In the book the author gives the results of five years practical experience in the flower garden, in caring for the grass and evergreens, arranging flowers to secure constant color effects and the use of fertilizers most suited to the needs of the various plants.

George Hamlin Fitch Prints a Series of Essays as a Result of Book Reviewing.

George Hamlin Fitch, literary editor of the San Francisco Chronicle, has a book in press, one of "The Companion Series" published by Paul Elder & Co. of San Francisco entitled "Comfort Found in Good Old Books." It represents the fruit of thirty years book reviewing and constant reading. The book was written in response to the demand of a host of friends that an essay which Mr. Fitch printed on the recent death of his son be preserved in permanent form with other notable essays on his varied recollections.

Mr. Fitch holds that higher education is in no way essential to real culture. Among the topics which he has written about as giving comfort are: "The Greatest Book in the World—the Bible," "Shakespeare," "How to Read the Ancient Classics," "The Arabian Nights and Other Classics," "The Confessions of St. Augustine," "Don Quixote, One of the World's Great Books," "The Imitation of Christ," "The Rubaiyat of Omar Khayyam," "Dante's Divine Comedy," "How to Get the Best Out of Books," "Milton's Paradise Lost," "Pierres Progress, the Finest of All Allegories," "Robinson Crusoe and Gulliver's Travels," "Old Dr. Johnson and His Boswell."

The book will be elaborated with portraits and supplemented with an exhaustive bibliography.

New Books Boys Want

ENTERTAINING	MODERN	WHOLESOME
BOY SCOUT SERIES.	Stories of the Boy Scout Movement.	50c. per volume.
DREADNOUGHT BOYS SERIES.	Tales of the New Navy.	50c. per volume.
MOTOR RANGERS SERIES.	High Speed Motor Stories.	50c. per volume.
BUNGALOW BOYS SERIES.	Live Stories of Outdoor Life.	50c. per volume.
BORDER BOYS SERIES.	Mexican and Canadian Frontier Stories.	50c. per volume.
BOY AVIATORS SERIES.	Thrilling Airship Stories.	50c. per volume.
FRANK ARMSTRONG SERIES.	Twentieth Century Athletic Stories.	60c. per volume.
OAKDALE ACADEMY SERIES.	Stories of Modern School Sports.	60c. per volume.
LOG CABIN TO WHITE HOUSE SERIES.	Lives of Our Celebrated Men.	60c. per volume.

Get Volume 1 of any Series Now
SOLD WHEREVER BOOKS ARE SOLD

HURST & CO., Publishers, 395 Broadway, New York